



Retailer News

Issue 4

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Birthday Club Group Wins \$100,000

A local group from Valley City redeemed a winning ticket worth \$100,000 from the Saturday, May 22 Powerball drawing. The quick pick ticket was purchased at the Valley City Convenience Store, matching all five white ball numbers—only the Powerball number away from the Jackpot prize.

The five women belong to the Sanborn Eckelson Birthday Club, which has been in existence for 60 years. The club meets to celebrate birthdays and play Canasta—and sometimes the group buys Powerball tickets.

Store Manager Neil Flatau was working Sunday when four of the players came in to check the winning ticket. “Oh my goodness, everyone was so excited. We have a small store and it was packed with family and friends of the winners and everyone was grinning from ear to ear.” He can’t believe it happened to their “little store, in their little town.”

Attorney General Wayne Stenehjem presented the \$100,000 check to: Marion Lyons Clover, Eckelson; Delores Marie Klein, Eckelson; Luella Amann, Eckelson, Carol Legge, Sanborn, and Mary Lou Didier, Valley City.



Retailer News is provided free of charge to each licensed retailer, Lottery Advisory Commission members, Scientific Games, and H2M.

Retailer News is available on the website at www.ndlottery.org/retailers.

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OTHER WINNERS

\$15,000 Winner

A Powerball player turned a \$5,000 winning ticket into \$15,000 during the Saturday, May 1 drawing. The quick-pick ticket was bought at the M & H Convenience Store in Mandan.

Kevin Junker, M&H Gas Manager, was working that Sunday morning and was shocked when the winner stepped into his store with the lucky ticket. When Kevin put the ticket through the machine, the lottery terminal spit out a claim form, which is an indication that the prize is more than \$600 and that he needed to claim the winnings at the Lottery headquarters. How much more? Kevin looked at the ticket and told the player he thought it was \$15,000. A large smile came across the winner's face knowing that it would help their retirement fund. Kevin stated that since the winning ticket was announced, "Sales have been higher than when we first started selling the lotto."

The Mandan player matched four white numbers plus the Powerball for a \$5,000 win but had paid an extra dollar for the Power Play option (a prize multiplier). The Power Play for that draw was three, making the total win of \$15,000.

Two other \$5,000 Winners!

Since the North Dakota Lottery launched on March 25, 2004, the Lottery has had two other lucky \$5,000 Powerball winners.

And the "lucky" retailers?

March 27, 2004 - Simonson's Station Store,
Minot - Quick Pick

April 28, 2004 - Rosie's Food & Gas, Dickinson -
Selected Numbers

****ATTENTION MANAGERS****

TRAINING OPPORTUNITY

There have been numerous calls to the Scientific Games Call Center regarding the document scanner's inability to read play slips and tickets. Simply cleaning the scanner solved the majority of these calls. To clean the scanner, lift the scanning device and wipe away dust particles; a baby wipe works best.

No Sales Tax on State Lottery Tickets

Gary Anderson, Office of Tax Commissioner

Sales of tickets for the North Dakota Lottery are not subject to sales tax. It is not necessary to include the receipts from the sale of lottery tickets in the total sales reported on the North Dakota sales and use tax return. However, should the receipts from the sale of lottery tickets be included in the *Total Sales* on Line 1 of your North Dakota sales and use tax return, a deduction may be taken for the reported lottery receipts as *Other Nontaxable Sales* on Line 13.

If you have questions regarding this information, please contact the Office of State Tax Commissioner's sales tax compliance section at (701) 328-3470 or e-mail at salestax@state.nd.us.

Top 20 North Dakota Retailers

1. Harley's Conoco	1514 16th Street SW	Minot
2. Dan's Super Market #2	3101 N 11th Street	Bismarck
3. Dan's Super Market #3	835 S Washington Street	Bismarck
4. M & H Gas	322 Main Street E	Mandan
5. Barlow's Miracle Mart	1620 S Broadway	Minot
6. Hornbacher's Southgate	1532 32nd Avenue S	Fargo
7. M & H Gas	25 Burdick Expressway	Minot
8. Hornbacher's Village West	4101 13th Avenue S	Fargo
9. Hornbacher's North Port	2510 Broadway N	Fargo
10. Simonson Station Store	1310 S Broadway	Minot
11. B & J Tesoro	406 N 6th Street	Bismarck
12. M& H Gas	325 1st Avenue S	Minot
13. Ruthville Store	102 128th Avenue NW	Minot
14. Superpumper #21	2005 N Broadway	Minot
15. Farmers Union Oil	1st Avenue E	Velva
16. Hugo's #8	1750 32nd Avenue S	Grand Forks
17. Sooper Stop	620 Sheyenne Street	W. Fargo
18. Barlow's Miracle Mart	504 W Main Street	Mandan
19. Stamart	1120 E Divide Avenue	Bismarck
20. Barlow's Arrowhead Miracle Mart	1600 2nd Avenue SW	Minot

What puts these retailers at the top of their game?

We asked **Cory Schmaltz from Velva Farmers Union Oil** (Powerball sales over \$350/day, population—1,000): He told us, "There's a high volume of traffic traveling past the Velva C-Store on Highway 52. Along with that, the station has lower gas prices and other offerings, including ice cream, pizza, subs, gift items and a bottle shop." The C-Store publicized its selection as a lottery retailer and heavily advertised on the first day of sales.

What else is working for Velva's Farmers Union store? Their percentage of Power Play sales to Powerball sales since the launch is an average 43.30 percent. The employees always ask players if they want to at least "double their money."



Manager Cory Schmaltz with C-Store employees Joanne Arndt, Vicki Blotter and Sandy Fruhling.

Top “Power Play” Retailers

Last month’s newsletter focused on the Power Play option for the Powerball game.

Below is the list of the top 10 retailers with the highest percentage of Power Play sales. The percentage is calculated on Power Play sales in comparison to Powerball sales.

Retailer	City	%
1 Bingorama	Minot	61.88
2 Fitterer Gas & Oil	Flasher	58.68
3 Huber’s Corner	Westhope	58.46
4 Jollie’s Supermar-	Belcourt	57.17
5 Zuroff Repair	Hebron	56.34
6 Cenex	Parshall	53.49
7 One Stop Market	Belcourt	51.67
8 Farmers Union Oil	Glen Ullin	50.84
9 Farmers Union Oil	Towner	48.92
10 Farmers Union Oil	Mohall	48.66



How Important is the “Power Play” Option?

Asking players whether they want to buy the Power Play for an extra \$1 can increase your sales commission AND give players the guarantee of increasing their winnings (except the jackpot) by 2, 3, 4, or 5 times.

Here are some simple ideas to increase your Power Play sales:

- Make sure your clerks understand the Power Play option.
- Make sure your clerks are following the terminal prompt and asking for the Power Play sales.
- Take time to explain the Power Play option to the players by using the game brochure.
- Refer to the Power Play as the “prize multiplier.”
- Post the Power Play insert from the April newsletter close to your terminal.
- Make copies of the insert and promote it to your players.
- Share winners’ stories:
 - The Mandan winner had paid the extra dollar for the Power Play and turned a \$5,000 win into \$15,000.
 - The \$100,000 winners from Valley City did not pay the extra dollar for the Power Play, and lost out on receiving another \$400,000.

Jolene, manager of the Bingorama in Minot, states that her employees take the time to explain the information from the Powerball brochure to the players so they understand the option. It works—Bingorama’s percentage of Power Play sales has remained high since the launch.

Delivering Lottery Tickets to the Home Bound

A grocery store that normally offers home delivery of groceries, can also deliver lottery tickets to elderly or otherwise home bound customers.

The Lottery provides the following procedures to ensure the purchase, sale, and delivery of lottery tickets are done according to the Lottery law and rules:

- ? The customer must be physically disabled or elderly.
- ? A customer may order lottery tickets by phone or internet.
- ? Only a retailer employee acting on behalf of the licensed retailer may deliver lottery tickets to the retailer's customer.
- ? The customer must prepay the retailer for the cost of the ticket. No COD's are allowed.
- ? Payment may be in the form of check, cash, or debit card, at the retailer's discretion. No credit cards may be accepted.
- ? A retailer may not charge a fee for delivering only lottery tickets.
- ? Lottery tickets may not be mailed to the customer.

A retailer must ensure the customer is 18 years of age or older.

Multiple Draw Tickets

The Lottery has received several calls from lottery players who, upon redeeming a winning ticket with multiple draws, have been given their original ticket back (which is now branded) along with the "reprinted" ticket showing the remaining draws.

A retailer must keep or destroy the player's original branded tickets. Only the reprinted (reissued) ticket is given to the player to use for the remaining draws.

If a retailer returns a branded ticket to the player, it causes confusion for the player, retailer, and Lottery.

The bottom line ... please do not return branded multiple draw tickets to players. Keep branded tickets for balancing your accounting records or destroy the tickets.

Retailer Sales Commissions

Through May 27th, the total sales of Powerball tickets were \$4,092,916. This equates to \$204,645 of commissions (5% net) earned by retailers for selling Powerball tickets.



Increase Your Sales!

In our quest to visit all lottery retailers throughout North Dakota, we have noted that retailers who have invested in additional Lottery signage have the leading sales in that community.

The Lottery provides the lighted logo signs and dry erase boards. Also, we have made it fast and easy for any Lottery retailer or sign company to use the ND Lottery logo.

By contacting us you can get authorization and copies of the logo at the same time. For your convenience, e-mail ewalsh@state.nd.us or tbackhau@state.nd.us for more information. We encourage you to use the sign company of your choice.

If you have worked with a sign company that you would like to recommend to other retailers, please send us their name, address and telephone number.



Share Your Ideas

If you have ideas for point of purchase or premium items for promoting the lottery at retail locations, please contact Tammy Backhaus or Eileen Walsh at the Lottery. We are especially interested in your creative ideas for promoting and launching the game Wild Card 2 this fall. For this unique and interesting game, players pick five numbers between 1 and 31, and one WILD CARD from a deck of 16 face cards.

To learn how to play Wild Card 2, or for information on the odds and prizes, visit our web site at:

www.ndlottery.org

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Did You Know?

- The Lottery has 398 licensed retailers located in 120 towns and cities in all 53 counties.
- Wednesdays and Saturdays have been the two highest sales days. These are also the draw days.
- The Lottery plans on launching three new games by June 30, 2005.
- The year-to-date cumulative Power Play percentage (relationship to Powerball sales) is only 22.54%

PLEASE DISTRIBUTE TO YOUR EMPLOYEES



The North Dakota Lottery will introduce its 2nd lottery game “Hot Lotto” on June 24, 2004. Hot Lotto is a multi-state game currently played in the District of Columbia, Iowa, Minnesota, Montana, New Hampshire, South Dakota, and West Virginia.

The method of play is very similar to the Powerball game. The cost per play is \$1. There are less numbers to choose from than Powerball, **making the odds of winning greater!** Players choose five numbers ranging from 1 to 39, plus one orange Hot Ball number ranging from 1 to 19. The jackpot for the Hot Lotto game begins at \$1 million and continues to increase until it is won. The drawings take place each week on Wednesday and Saturday evenings, immediately following the Powerball drawing.

Hot Lotto play slips and brochures will be hand-delivered to each retailer in mid-June. You may display the brochures and other Point-of-Sale items upon receipt. The play slips must be kept in a secure location until June 23rd, the day before the first ticket sale. Look for a more in-depth view of the game and the terminal screen changes that will occur within the next few weeks.

The winning combinations for Hot Lotto are similar to Powerball, but the prize amounts differ with each tier. Here is the list of winning combinations, odds, and prizes for Hot Lotto:

HOT LOTTO—WINNING COMBINATIONS, PRIZES & ODDS		
Winning Combinations	Prize	Odds
5 of 5 numbers plus HOT ball	Grand Prize	1 in 10,939,383
5 of 5 numbers	\$10,000	1 in 607,744
4 of 5 numbers plus HOT ball	\$500	1 in 64,349
4 of 5 numbers	\$50	1 in 3,575
3 of 5 numbers plus HOT ball	\$50	1 in 1,950
3 of 5 numbers	\$4	1 in 108
2 of 5 numbers plus HOT ball	\$4	1 in 183
1 of 5 numbers plus HOT ball	\$3	1 in 47
HOT Ball ONLY	\$2	1 in 39
The overall odds of winning a prize are 1 in 16. The odds are based on a \$1 play.		



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We're on the web:

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